

<b>Examiner-Initiated Interview Summary</b>	<b>Application No.</b>	<b>Applicant(s)</b>	
	09/441,204	VERCHERE, DAVID	
	<b>Examiner</b> Robert M. Pond	<b>Art Unit</b> 3625	

**All Participants:**

**Status of Application:** Allowance

(1) Robert M. Pond.

(3) \_\_\_\_\_.

(2) Yisun Song.

(4) \_\_\_\_\_.

**Date of Interview:** 13 July 2006

**Time:** AM

**Type of Interview:**

Telephonic  
 Video Conference  
 Personal (Copy given to:  Applicant     Applicant's representative)

Exhibit Shown or Demonstrated:  Yes     No

If Yes, provide a brief description: *Email sent containing draft amendment to the claims. See attached.*

**Part I.**

Rejection(s) discussed:

*None*

Claims discussed:

*Claims 10 and 20-36*

Prior art documents discussed:

*None*

**Part II.**

**SUBSTANCE OF INTERVIEW DESCRIBING THE GENERAL NATURE OF WHAT WAS DISCUSSED:**

*Received draft amendment to the claims.*

**Part III.**

It is not necessary for applicant to provide a separate record of the substance of the interview, since the interview directly resulted in the allowance of the application. The examiner will provide a written summary of the substance of the interview in the Notice of Allowability.  
 It is not necessary for applicant to provide a separate record of the substance of the interview, since the interview did not result in resolution of all issues. A brief summary by the examiner appears in Part II above.

(Examiner/SPE Signature)

(Applicant/Applicant's Representative Signature – if appropriate)

**Pond, Robert**

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**From:** Song, Yisun [ysong@hunton.com]  
**Sent:** Thursday, July 13, 2006 11:23 AM  
**To:** Pond, Robert  
**Subject:** RE: 09/441,204 - claim amendments for discussion only; please do not enter



d56n01!  
.DOC

Examiner Pond,

Please find the attached draft claim amendments. I believe the proposed changes address your concerns below. I apologize for not responding sooner. I was out of the office all last week.

Look forward to speaking with you.

Many thanks,  
Yisun

Yisun Song  
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-----Original Message-----

From: Pond, Robert [mailto:Robert.Pond@USPTO.GOV]  
Sent: Thursday, June 29, 2006 1:02 PM  
To: Song, Yisun  
Subject: RE: 09/441,204

Hi Yisun,

Here's the direction we need the claim language to go to resolve 101 issue pertaining to requirement for active steps versus use of the word "providing."

Example only, you may have better way to word it.

20. A computer implemented method for acquiring branded promotional products comprising the steps of:

storing in a database product information wherein the product information comprises product data and imprinting data related to a plurality of branded promotional products;  
displaying a products web page to a customer or reseller, where a customer or a reseller accesses the products web page to acquire at least one branded promotional products;  
displaying a reseller showcase web to a customer where a customer accesses the

reseller showcase  
web page to acquire at least one branded promotional products;  
displaying a vendor showcase web page to a reseller where said reseller accesses the vendor showcase  
web page to acquire at least one branded promotional products;  
accessing a front office module by said customer or said reseller for purchase order information and marketing  
information and receiving at least one order from one or more resellers or customers wherein the  
at least one order is related to the plurality of branded promotional products;  
accessing a bidding module for enabling at least one or more resellers or customers to present at least one order and enabling at least one vendor to bid on the presented order wherein  
the at least one order is related to the plurality of branded promotional products;

For apparatus or system claims (i.e. claims 10 & 21) claiming "module" please amend for the module to be incorporated into structure (i.e. module is interpreted as software) like computer readable medium etc.

For apparatus or system claims (i.e. claims 10 & 21) showcase web pages need to be prefaced with structure (e.g. a client computer comprising a web browser or something similar).

If you want to shoot me a draft via email, works for me and then we can use for follow-up discussions next week.

Thanks!

Rob

-----Original Message-----

From: Song, Yisun [mailto:[ysong@hunton.com](mailto:ysong@hunton.com)]  
Sent: Monday, June 26, 2006 9:13 AM  
To: Pond, Robert  
Subject: 09/838,133

Mr. Pond,

Thank you for your voicemail from last week. I am generally available Tuesday, Wednesday and part of Friday of this week. I will be out of the office next week.

Please let me know what we can discuss possible claim amendments. As always, thank you for your attention to this matter.

Best regards,  
Yisun

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